

STAFFORD COUNTY SCHOOL BOARD

Agenda Consideration

TOPIC: Textbook Adoption
for Marketing Education

ITEM NO: 8D

PREPARED BY: Andrea L. Bengier, Ed. D. *AB*
Assistant Superintendent for
Instruction and Technology

MEETING: February 24, 2004
ACTION DATE: February 24, 2004

Brenda D. Long, Ed. D. *BDF*
Director of Career and Technical Education

ACTION REQUESTED BY THE SUPERINTENDENT:

That the School Board approves the textbook adoption for the Marketing Education classes - Internet Marketing and Advanced Sports and Entertainment Management described on the Textbook Recommendation Forms for implementation in September 2004.

KEY POINTS:

1. The teachers examined proposed textbooks that correlated with state required course competencies and the Standards of Learning.
2. The textbook committee recommends the adoption of the textbooks attached.
3. The recommended textbooks best support the course requirements.
4. Textbooks will be issued to students at each of the four high schools.

SCHOOL BOARD GOAL:

Provide educational excellence through instruction that establishes high expectations for *all* students yet recognizes the unique needs of each learner.

FUNDING SOURCE: 040 6110 641 6023 TBK/SR

AUTHORIZATION REFERENCE: School Board Policy 4-46

STAFFORD COUNTY PUBLIC SCHOOLS TEXTBOOK RECOMMENDATION FORM

DATE: February 24, 2004

COURSE # 8175

COURSE TITLE: Advanced Sports, Entertainment & Recreation Marketing

GRADE/LEVEL: 11-12

BOOK TITLE: Sports and Entertainment Management

EDITION: 1st

AUTHOR(S): Kaser and Brooks

PRICE: \$27.00

PUBLISHER: Thomson-South Western

PHONE: 800-354-9706

ISBN# 0-538-43829-0

COPYRIGHT: 2005

BINDING: Hardback

Paperback

Spiral

Other

ADDITIONAL MATERIALS AVAILABLE:

Multimedia Module 0-538-43831-2

Teacher Resource CD

PRICE:

\$295.00

\$115.00

NARRATIVE SUMMARY/RATIONALE:

Text and multimedia cover the basic functions of management as outlined in state and national standards. Topics include: Leadership, Product Management, Finance, People Management, Information Management, Customer Relations, Career Development, etc. Text reinforces Standards of Learning as correlated with the state required competencies.

RECOMMENDED DISTRIBUTION:

One per student

Class set of

per class

or Other

Textbook Consumable: Yes No
(circle one)

(Number)

(Teacher/Grade Level, etc)

RECOMMENDED ACTION:

To approve adoption of recommended textbook.

STAFFORD COUNTY PUBLIC SCHOOLS TEXTBOOK RECOMMENDATION FORM

DATE: February 24, 2004

COURSE # 8125

COURSE TITLE: Internet Marketing

GRADE/LEVEL: 11, 12

BOOK TITLE: E-Commerce Marketing

EDITION: 1st

AUTHOR(S): Kleindl and Burrow

PRICE: \$27.00

PUBLISHER: Thomson/South-Western

PHONE: 800-354-9706

ISBN# 0-538-43808-0

COPYRIGHT: 2005

BINDING: Hardback

Paperback

Spiral

Other

ADDITIONAL MATERIALS AVAILABLE:

Multi-media module 0-538-43810-X

Instructors Resource CD

PRICE:

\$295.00

\$115.00

NARRATIVE SUMMARY/RATIONALE:

The primary reason being that the textbook meets over 90% of the state competencies required for the Internet Marketing course. In addition to covering the material, the resources regarding diversification of lesson plans are very valuable. Suggested teaching strategies include ideas for auditory and kinesthetic learners. Additionally, critical thinking questions and projects are included at the end of each chapter. The text is well designed and enhanced with graphics that grab the attention of the student. The textbook also reinforces the Standards of Learning as correlated with the state required competencies.

RECOMMENDED DISTRIBUTION:

One per student

Class set of

per

Class

or Other

(Number)

(Teacher/Grade Level, etc)

Textbook Consumable: Yes No
(circle one)

RECOMMENDED ACTION:

To approve adoption of recommended textbook.